

ADE ADELEKE

Digital Designer

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📍 Manchester, UK.

SUMMARY

With over 6 years' experience in graphic design, brand communication and campaign execution, I have built an adaptable skill set that includes expert knowledge in industry software's such as the Adobe Creative Suite, Figma, HTML and Blender. Alongside my technical skill set, I have been fortunate enough to develop my professional portfolio through freelancing and working on exciting projects within creative agencies that specialise in entertainment, FMCG, charity and B2B industries.

EXPERIENCE

Oxfam, Charity Organisation

Motion Animator (Freelance)

📅 2023 📍 MANCHESTER

- Produced high quality 2D animation assets on social platforms for the Climate Change Inequity campaign
- I created different mockups when approaching the brief to ensure presenting a variety of design techniques to the client
- Designed emails across mobile and web platforms and ensured that all designs were effective, on-brand, and consistent

Poprev, Streaming Service

Visual Lead Designer (Contract)

📅 2017 - Present 📍 REMOTE

- Developed UI/UX for app and website including wireframing, iconography, web page and website images
- Digital advertisements resulted in 50% increase in users in a month
- Rebranded promotional assets to uplift brand awareness and improve brand communication
- Designed artist specific promotional content strengthening my understanding of print and design
- Created brand merchandise including hoodies and t-shirts

Creative Manager

Empawa Africa, Creative Agency

📅 2021 - Present 📍 Manchester (remote)

- Create an average of 50 promotional assets per project for use across social media, paid media, mobile and website platforms using Adobe Creative Suite
- Manage multiple clients acting as the first point of contact resulting in 30% increase in customer satisfaction
- Lead a weekly meeting across our cross-functional team of copywriters, marketing executives and project managers to retain project scope and deliverables
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- Supervise all internal creative resources to maintain compliance with agency design guidelines
- Present new creative strategies and design briefs for new client briefs and pitch opportunities

SKILLS

Adobe Creative Suite

Adobe After Effects

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

adobe premier pro

After Effects

Blender

Brand Awareness

CSS

Design Thinking

Figma

HTML5

UI/UX

Unity

INDUSTRY EXPERTISE

Illustration



Graphic Design



Art Direction



Brand Design



Digital Design Thinking



Designing for Print



EXPERIENCE

Vodacom Business Africa

Brand & Communications Executive(Contract)

📅 01/2020 - 05/2021 📍 Nigeria

- Responsible for website and social content management to ensure brand consistency across platforms attracting a 25% increase in following across social platforms
- Collaborated with the marketing team to work on large scale multichannel campaigns such as the 'Stay Connected' advert
- Delivered a detailed launch plans and roll out strategies
- Produced improved brand toolkits for use across the wider business
- Brainstormed targeted approaches to campaigns alongside the with the research and insights teams

Junior Graphic Designer

Fragment Digital Agency

📅 02/2018 📍 USA(remote)

- Conceptualised and designed packaging and branding assets across skincare, food and fashion industries
- Managed multiple projects with fast deadlines
- Improved client communications by implementing visual story-telling techniques for design projects
- Designed assets for emails, homepage, banners, and social media using Adobe Creative Suite
- Produced motion and 3D assets using Figma and Blender

EDUCATION

MA in Visual Communication

University of Salford

📅 09/2022 - 08/2023

BS. C International Law and Diplomacy.

School or University

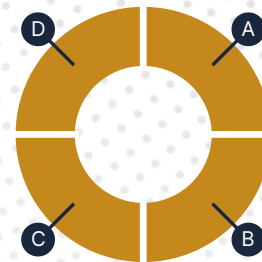
📅 09/2017 - 09/2020

Diploma in Responsive Web Design

APTECH COMPUTER EDUCATION

📅 2021 - 09/2021

MY TIME



- A Research
- B Conceptualization
- C Design
- D Delivery